



P. E. Schmidt
Region Business Manager
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To: Renee Duszynski
Lori MacWilliams

Ralph Napp
Curt Moser

Mike Washo

Re: AHOLD

Ladies and Gentlemen:

Great News!! After much negotiation, AHOLD has accepted our proposal for co-existence! On Monday, 05/21/96, AHOLD will forward a packet to CEO's of all branches recommending the program.

As you will most likely receive phone calls from your buyers regarding the program, attached please find details on the proposal as follows.

1. Bonus Agreement/Contract signed by AHOLD (30 month agreement)
2. Requirements to receive up-front monies.
3. Grid showing what needs to be done by branch.
4. RDA projections by branch (reflects 8% sales increase).

These attachments should provide you with the information needed to field any questions you may receive from your branch contacts.

As we move forward, we will contact you with additional details and the execution dates of this program.

We appreciate all the input you provided during the negotiations and thank you for all of your help!! If you should have any questions, please let me know.

Sincerely,

Peter

51859 7404

RJR Requirements for AHOLD Merchandising/Private Label Agreement

1. Utilize/maintain RJR carton merchandisers or approved dealer owned merchandisers, including applicable canopy signage in all branches.
2. Utilize/maintain RJR self-service industry package fixture as the primary package fixture as determined by RJR/AHOLD in all branches.
3. Comply to all requirements as stated in Retail Partners Marketing Plan Carton Contract in all supermarket branches.
4. Comply to all requirements as stated in Retail Partners Marketing Plan Package Contract in Wilson Farms and VIX Drugs.
5. Plan and execute a RJR/AHOLD approved promotional calendar, including RJR direct mail program in all branches. Participation in RJR Retail Accrual Match Program.
6. Utilize a RJR permanent self-service pack/carton promotional display in all branches, to coordinate with monthly promotional calendar. Promotions will be packed and shipped to stores by warehouse, and assembled and loaded by store personnel into promotional display.
7. Utilize RJR P/L brand as agreed to by RJR/AHOLD as your everyday low price brand. Display P/L packs and cartons on self-service stand-alone unit in all branches.
8. Any future acquisitions will be included in the RJR/AHOLD merchandising/Private Label agreement for the remaining term of the contract.

AHOLD: Co-Existence Grid

	RJR Ind. Pk. Fixture	RJR S/S Promo Fixture	Carry RJR P/L Brand	RJR S/S P/L Fixture	PM Ind. Pk. Fixture	PM Checklane Displays or Promo Fixture	PM 2nd Position On Ctn. Fixture	RJR Shopping Baskets	PM Adv.	BAT Lane Dividers	BAT 3rd Position On Ctn. Fixture	
Branch												Comments
Finast	A	X	X	A	X	X	X	A	A	A	X	Replace 1 PM pack rack with RJR pack rack.
Giant	X	X	X	A	A	A	A	X	A	A	X	
Tops	A	X	A	A	X	X	X	A	A	A	X	Replace 1 PM pack rack with RJR pack rack. Eliminate PM promo display & place checklane displays.
Bi-Lo	X	A	X	A	A	A	A	A	A	A	A	Place RJR canopy signage on valence above carton fixture.
Edwards	X	X	X	X	A	A	A	A	A	A	A	
VIX	A	X	A	A	X	X	X	A	A	A	A	
Wilson Farms	N/A	N/A	A	A	X	N/A	N/A	N/A	N/A	N/A	N/A	
	RJR COUNTER DISPLAYS & APPROPRIATE ADVERTISING											

X = CURRENTLY ON LOCATION**A = NEEDS TO BE PLACED/ADDED**